

# RESPONSIBLE ALCOHOL MERCHANT AWARDS



## Press Release

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## 78 Local Businesses Recognized 2022 Responsible Alcohol Merchant Award Winners

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Santa Cruz County Friday Night Live Partnership (FNL) Youth Council proudly announces the 22nd Annual Responsible Alcohol Merchant Awards (RAMA) Program winners! RAMA recognizes Santa Cruz County alcohol merchants who actively work to restrict alcohol sales to minors and are compliant with both local and state alcoholic beverage control regulations. FNL is pleased to recognize 78 businesses that have done honorable and exemplary jobs serving the community and keeping our youth safe. For honorable nominations, merchant scores are either “acceptable” or “excellent”. For exemplary nominations, merchants score “excellent” in every single category.

Participating RAMA merchants who meet all state and local requirements in limiting youth access to alcohol are recognized and rewarded. All merchants nominated are reviewed and approved by local law enforcement. First-year winners receive a certificate and multi-year winners receive a plaque that they display to illustrate their commitment to limiting youth access to alcohol and actively promoting a healthy community.

FNL youth worked in collaboration with Community Prevention Partners (CPP), to conduct interviews in person, and over the phone with merchants to assess their carding policies, employee training procedures, product promotion, store layout, and security measures to deter theft. To complete the assessments, FNL youth conducted store assessments to evaluate compliance with Lee Law, which contains a window signage provision prohibiting off-sale retailers from covering more than 33% of store windows with alcohol ads.

RAMA is a program of Santa Cruz County Friday Night Live Partnership, Project CURB (Communities United to Reduce Binging), and Community Prevention Partners Coalition. Funding for this program was provided by a grant from the California Office of Traffic Safety. For additional information, please contact us at (831) 359-0284. Sincere congratulations and thanks to these merchants for making Santa Cruz County a safer community.

## Responsible Alcohol Merchant Award Winners 2022:

### Exemplary First-Time Winners:

El Frijolito  
Fruition Brewery  
Hecker Pass Market  
Live Oak Supermarket  
New Bohemia  
Orchard Park Market  
Pointside Meat Shop  
Ranch Milk Market

### Exemplary Ongoing Winners:

7 Eleven 2233 17296  
7 Eleven 2233 20608  
7 Eleven 2233 26525  
7 Eleven 2368 39689A  
76 Mt Hermon Rd  
Boulder Creek American  
Cactus Corner Deli  
Circle K Capitola 76  
CVS Pharmacy Store 9853  
Days Market  
Deke's Market Boulder Creek  
Deluxe Foods of Aptos  
El Altano  
Felton Valero  
Four Corners Market  
Hacienda Shell  
Hernandez Market I  
Jackson's Extra Mile  
La Tiendita Market  
Leo's Liquors  
M&V Boulder Creek Liquors  
New Leaf Community Markets  
Nob Hill Foods 615  
Ocean (76) or Shell  
Pajaro Valley Chevron  
Palm Market and Deli  
Pinnacle 365  
Quik Stop Market 63  
Quik Stop Market 78  
Quik Stop Market No 101  
Rey's Produce  
Rite Aid 5965  
Rite Aid Store 5966

Safeway 786  
Santa Fe Mercado

### Exemplary Ongoing Winners Continued:

Seascope Foods  
Staff of Life  
Trader Joe's 193  
Wild Roots Market Boulder Creek  
Wild Roots Market Felton

### Honorable First-Time Winners:

Ben Lomond Liquors  
Cadillac Cafe  
Imuras  
Mariscos El Nayarita #2  
Mountain Mikes Pizza  
Real Colima 2  
Strawberry Patch Cafe  
Sushi Qu  
Tam's Chinese Cuisine  
Wooden Nickel Bar and Grill  
Zameen at the Hanger

### Honorable Ongoing Winners:

Applebee's Grill and Bar  
Arco  
Ben Lomond Market  
Cilantros  
CVS 9796  
DJ's Mini Mart  
Don Rafas  
Ernie's Liquor  
Food Maxx 486  
Grocery Outlet  
Jalisco's Restaurant  
Lalo's Liquor  
Live Oak American  
Quik Stop Markets 66  
Shopper's Corner Inc  
Staff of Life Natural Foods  
Sukho Thai Restaurant  
Taqueria Mi Tierra 2  
Village Bottle Shop